Palm Beach Polo
AND COUNTRY CLUB

Polo Spectator Demographics

INCOME AND INVESTMENTS

Annual Gross Income, Household

$100,000 or more	30%
75,000 to 99,999	21%
50,000 to 74,999	18%
40,000 to 49,999	8%
35,000 to 39,999	6%
30,000 to 34,999	5%
up to 30,000	12%

Market Value of Principal Residence

Over $500,000	11%
$200,000 to 499,999	36%
150,000 to 199,999	18%
100,000 to 149,999	15%
50,000 to 99,999	20%

Owns stock in the company where self or another household member works or other common or preferred stock:

Yes 58% No 42%

Owns tax exempt bonds, mutual funds or money market funds:

Yes 77% No 23%

Owns securities:

Yes 70% No 30%

Credit Cards

American Express	42%
Carte Blanche	3%
Diner's Club	8%
MasterCard	52%
Visa	63%
Air Travel	18%
Auto Rental	13%
Department Store	58%
Gasoline	47%
Telephone	27%

HOUSEHOLD PROFILE

Age of the head of household:

under 25	5%
25-34	11%
35-44	13%
45-54	21%
55-64	28%
over 65	22%

Number of adults living in household:

One	18%
Two	59%
Three	13%
Four	5%
Five or more	5%

Level of education reached by head of household:

Some college	28%
College degree	41%
Post-graduate study	11%
Post-graduate degree	16%
None or no response	4%

Employment status of head of household:

Employed full time	68%
Retired	30%
Student	2%

Marital status:

Married	68%
Single	32%

LIFESTYLE

Membership in private clubs other than polo clubs:

Country Club	31%
Golf, Pool or Tennis Club	23%
Athletic Club	11%
Boat or Yacht Club	9%
University Club	7%
Other Club	27%

Number of times per month entertains guests at home:

Six or more times	20%
Five times	6%
Four times	15%
Three times	23%
Two times	20%
One time	11%
None or no response	5%

Number of times per month entertains outside the home:

Six or more times	18%
Five times	10%
Four times	10%
Three times	15%
Two times	28%
One time	12%
None or no response	7%

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Palm Beach Polo
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Stadium Scoreboard Signage

LOWER SECTION:

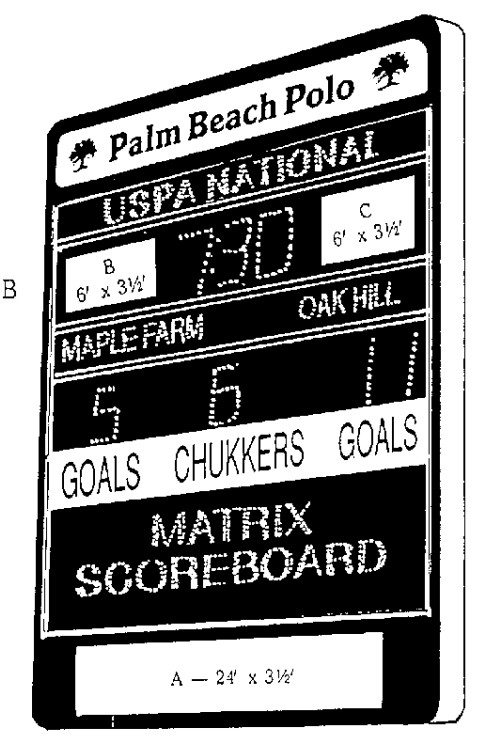
- Lower half of electronic scoreboard during the 1993 season, for 18 consecutive Sundays. Space measuring twenty-four feet by three-and-one-half feet. See "A" on diagram.
- Ground level half box (four seats) for the entire 1993 season, December through April.
- A full-page color or black-and-white ad, as provided by sponsor, in the 1993 *Palm Beach Polo Magazine*.
- 200 complimentary General Admission tickets for promotional use, good for any Sunday during the season, excluding previously announced special events.

TOTAL COST $10,000

UPPER SECTIONS:

- Top left or right of electronic scoreboard during the 1993 season, for 18 consecutive Sundays. Space measuring six feet by three-and-one-half feet. See "B" and "C".
- A full-page color or black-and-white ad, as provided by sponsor, in the 1993 *Palm Beach Polo Magazine*.

TOTAL COST $6,000



B C

A

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PALM BEACH POLO

1993 SPONSOR OPPORTUNITIES

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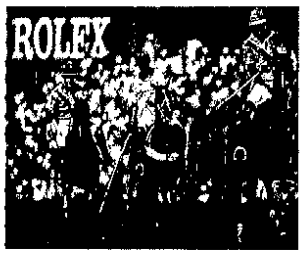
PALM BEACH POLO

1 9 9 3 SPONSORSHIP



Polo and corporate sponsorship go together like caviar and champagne. Palm Beach Polo and Country Club is the acknowledged international headquarters of the winter polo season where the world's best players demonstrate their amazing abilities for the most discriminating spectators. Corporate sponsorship is an efficient way to target a wealthy audience, which is synonymous with Palm Beach Polo.

The upscale demographic profile of Palm Beach Polo's spectators, players and club members is very attractive to a wide variety of sponsors, whether they represent soft drinks, computers, jewelry, banks or automobiles. Polo is an outstanding vehicle for sponsors to reach affluent consumers or entertain important clients. It is equally memorable for corporate executives to enjoy themselves or entertain others in our exclusive 2,200-acre club, which features 45 holes of championship golf, 24 tennis courts, swimming, croquet and a trio of fabulous clubhouses.

Polo has enjoyed increased popularity and has also produced several unique superstars, who may be helpful in promoting products.

So take advantage of this marvelous opportunity to reach your audience and, at the same time, enjoy the most unique club in the world — Palm Beach Polo.

Editorial Profile

Palm Beach Polo Magazine, published by Palm Beach Polo and Country Club, is a sophisticated publication that reaches a highly selective audience with readership both nationally and internationally. Readership is comprised of polo enthusiasts, as well as those with discerning tastes and lifestyles. The broad audience appeal contributes to the magazine's long coffee-table life, making it a valuable keepsake.

Polo Audience

The festive atmosphere coupled with the drama of high-goal polo matches at Palm Beach Polo and Country Club appeal to an upscale audience representing all parts of the world. The discriminating polo players and spectators are able to purchase the finest life has to offer while entertaining friends in elaborate style. They appreciate the power and finesse of this action-packed sport along with the pomp and circumstance.

In a recent survey of Palm Beach polo spectators, 51 percent showed an annual gross income of at least $75,000, with a significant portion earning more than $100,000. In addition, 47 percent of those surveyed revealed that the market value of their principal residence is at least $200,000.

'93 Polo Schedule

matches, each Sunc

TOURNAMENT	DATE	
Challenge Cup	February 28, 1993	Audemars P
Challenge Cup	March 7, 1993	Audemars Pi Final
Challenge Cup	March 14, 1993	USPA Rolex Gold Cup
Challenge Cup	March 21, 1993	USPA Rolex Gold Cup Final
Challenge Cup Final	March 28, 1993	$100,000 World Cup
Sterling Cup	April 4, 1993	$100,000 World Cup Final
Sterling Cup	April 11, 1993	Pepsi International Challenge Final
Ster Cup	April 18, 1993	USPA Copper Cup
Cup Final	April 25	USPA Copper Cup Final

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1993 Palm Beach Polo Magazine
Rates and Specifications

ADVERTISING RATES

FOUR COLOR

Full Page	$3800
2/3 Page	$3000
1/2 Page	$2550
1/3 Page	$1950

BLACK AND WHITE

Full Page	$3000
2/3 Page	$2150
1/2 Page	$1800
1/3 Page	$1200
1/6 Page	$ 750

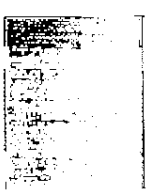
COVERS

2nd Cover (Inside Front)	$5500
3rd Cover (Inside Back)	$5000
4th Cover (Back)	$6000

MECHANICAL REQUIREMENTS

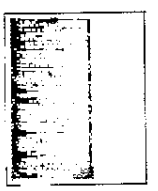
SIZE OF MATERIAL

Full Page (3 Columns)	7" x 10"
Bleed Page	8 5/8" x 11 1/8"
Trim Size	8 3/8" x 10 7/8"
2/3 Page	4 5/8" x 10"
1/2 Page	7" x 5"
1/3 Page Square	4 5/8" x 5"
1/3 Page Vertical	2 1/4" x 10"
1/6 Page Horizontal	4 5/8" x 2 1/2"
1/6 Page Vertical	2 1/4" x 5"

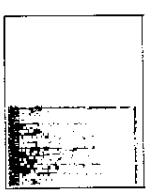


FULL PAGE BLEED

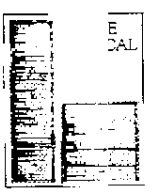
FULL



2/3 PAGE



1/2 PAGE



1/3 PAGE SQUARE

1/6 PAGE
HORIZONTAL

BLEED PAGES: Hold live matter 5/16" from the trim on head and foot and 3/8" front, and allow 5/16" safety at gutter of each page. No extra charge for bleed pages.

COVER: Same as regular page.

BINDING: Perfect.

PRODUCTION CHARGES: Advertisers must supply camera-ready ad materials or be charged for design, layout, finished art, drawings, retouching, typography, paste-up, off-set film and client alterations by the publisher for producing the ad.

BLACK-AND-WHITE ADS: Advertisers must supply camera-ready art, film or velox. 133-150 line screen.

PROCESS COLOR ADS: Advertisers must supply one set of offset negatives, right reading, emulsion down, 133-150 line screen, accompanied by progressive proofs, chromalin, color key or color proof. Any materials supplied in other than negative from will be subject to a charge.

SHIPPING INSTRUCTIONS: Send all orders, copy, cuts, plates, proofs and printing instructions to: Palm Beach Polo and Country Club, Polo Magazine, Production Manager, 13198 Forest Hill Boulevard, West Palm Beach, Florida 33414.

ADVERTISING AGENCY COMMISSIONS

15% to all recognized agencies on space and color charges. 2% cash, net 30 days. If payment is not received within 90 days of invoice date, no agency commission will be honored.

GENERAL CONDITIONS

1. The publisher's right to reject or omit any advertisement or parts of advertisements is expressly reserved by Palm Beach Polo and Country Club.
2. Special positions within the magazine cannot be guaranteed to every advertiser who requests it. We will, however, make every effort to honor these requests in the sequence of our receiving the executed contracts.
3. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

DEADLINES

Space order deadline: October 2, 1992
Material deadline: October 12, 1992
Publication date: December 26, 1992

SPACE RESERVATIONS

For further information or to reserve space, please call (407) 798-7040.

Palm Beach Polo
AND COUNTRY CLUB

A Division of Landmark Land Co., Inc.
13198 Forest Hill Boulevard, West Palm Beach, FL 33414
Call (407) 798-7040 Telefax (407) 798-7047

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